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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appellant : Hong Q. Bui  
Appl. No. : 09/457,839  
Filed : December 9, 1999  
For : SYSTEM AND METHODS FOR  
FACILITATING  
TRANSACTIONS ON, AND  
PERSONALIZING WEB PAGES  
OF, THIRD PARTY WEB SITES  
Examiner : Cristina Sherr  
Group Art Unit : 3621

**APPEAL BRIEF**

Board of Patent Appeals and Interferences  
United States Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Appellant, Applicant in the above-captioned patent application, appeals the rejection of Claims 36-39, 41, 42, 44-52, 60-64 and 66-69 set forth in the Office Action mailed on May 6, 2005 (hereinafter "the current Office Action"). A check for the filing fee is enclosed. Please charge any additional fees that may be required now or in the future to Deposit Account No. 11-1410.

**I. REAL PARTY IN INTEREST**

The real party in interest in the present application is Amazon.com, Inc.

**II. RELATED APPEALS AND INTERFERENCES**

No related appeals, interferences or judicial proceedings are currently pending.

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### **III. STATUS OF CLAIMS**

Claims 36-39, 41, 42, 44-52, 60-64 and 66-69, which are attached hereto as an appendix, are currently pending in the application and are the subject of this appeal. According to the "Office Action Summary" page of the current Office Action, all of these claims stand rejected. Thus, although no basis is set forth in the current Office Action for the rejections of some of these claims (namely Claims 36-39, 41 and 42), for purposes of this Appeal Brief, Applicant is treating all of the pending claims as rejected.<sup>1</sup>

### **IV. STATUS OF AMENDMENTS**

No amendments have been made in response to the May 6, 2005 Office Action.

### **V. SUMMARY OF CLAIMED SUBJECT MATTER**

The present application includes six independent claims. Each independent claim is paraphrased below, with citations to correspond portions of the specification and drawings as required by 37 C.F.R. § 41.37(c)(1)(v). These citations are provided in order to illustrate specific examples and embodiments of the recited claim language, and not to limit the claims. Except where indicated otherwise, the reference numbers correspond to components shown in Figure 1.

Claim 36 is directed to a system (100) for providing a server-side wallet service. The system comprises the following:

- a service web site (116) that provides functionality for users (102) to register with the wallet service (114) and to provide customer information and authentication information for use of the wallet service (114), said customer information including payment information for making purchases from merchant web sites (106) that support customer use of the wallet service (114) (see, e.g., page 2, line 30 to page 3, line 24; page 7, lines 6-15; and Fig. 4A); and

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<sup>1</sup> Applicant's representative, Ronald Schoenbaum, left a voicemail message for Examiner Sherr on July 26, 2005 requesting clarification of the status of Claims 36-39, 41 and 42, but has not received a response as of the filing of this Appeal Brief.

- a server system (118) that authenticates registered users (102) of the wallet service (114) and disseminates the customer information of the registered users (102) to the merchant web sites (106) in response to user requests, the server system (118) thereby allowing registered users (102) of the wallet service (114) to make purchases from the merchant web sites (106) using previously-specified customer information (see, e.g., page 3, lines 17-27; page 7, lines 12-15; and page 10, line 8 to page 11, line 3);
- wherein the server system (118) is responsive to a request (Fig. 2B, block 224) to transfer the customer information of a registered user (102) to a selected merchant web site (106) by at least (1) using the authentication information of the registered user (102) to authenticate the registered user (Fig. 2B, block 226), and (2) if the registered user (102) is successfully authenticated, sending customer information of the registered user (see, e.g., Fig. 2B, block 228 and Fig. 3, arrow 312) to the selected merchant web site (106) to permit the merchant web site (106) to transact a sale to the registered user (Fig. 2B, block 230), whereby the system (100) enables the registered user (102) to make a purchase from the selected merchant web site (106) without having a preexisting account with the selected merchant web site (106);
- and wherein the server system (118) maintains a log of purchases made by the registered user (102) from each of a plurality of merchant web sites (106), uses the log to generate an interests profile for the registered user (102), and disseminates the interests profile (Fig. 3, arrow 312) to the merchant web sites (106) to allow the merchant web sites to provide personalized content to the registered user (see, e.g., page 4, line 26 to page 5, line 3; and page 11, lines 4-24).

Claim 41 is directed to a method of enabling a user (102) to make a purchase from a merchant web site (106) with which the user has not set up an account. The method comprises:

- registering the user (102) with an information service (104), wherein registering the user comprises obtaining a name of the user and payment information of the user, and storing the name and payment information on an information service server (118) (see, e.g., page 3, lines 4-9; Fig. 2A, blocks 210-214; page 9, line 26 to page 10, line 7; Fig. 7A, and page

26, lines 11-22), wherein the information service server (118) belongs to a domain other than a domain of the merchant web site (106) (see page 29, lines 13 to 21);

- storing a cookie on a computer of the user, wherein the cookie corresponds to a domain of the information service server (see page 28, line 28 to page 29, line 15; and Fig. 11A, block 1108);
- providing, in a web page (Fig. 10C) of the merchant web site (106) and in conjunction with a description of a purchasable item, a reference to a graphic (graphic shown as 1010 in Fig. 10C) served by the information service server, such that when a browser running on the computer (110) of the user retrieves the web page, the browser is caused to request the graphic from, and transmit the cookie to, the information service server (118) (see, e.g., Fig. 11A, blocks 1112-118 and page 29, line 22 to page 30, line 6); and
- at the information service server (118), in response to receiving the cookie and a request for the graphic (1010 in Fig. 10C) from the computer (110) of the user, returning to the computer (110) of the user a single-action purchase graphic (1010 in Fig. 10C) indicating that the item may be purchased with a single selection action, said single-action purchase graphic being selectable by the user to purchase the item (see, e.g., page 30, lines 7-16; and Fig. 12, arrow 1218).

Claim 44 is directed to a method of supporting transactions between users and online merchants. The method comprises:

- providing an electronic wallet service (114) that allows users (102) to make purchases from online merchants (104) using previously-specified payment information (see, e.g., page 2, line 30 to page 3, line 24; and page 7, lines 6-15);
- maintaining a purchase history for at least a first user (102) of the wallet service (114), said purchase history representing purchases made by the first user from a plurality of online merchants (104) (see, e.g., page 4, line 26 to page 5, line 1; and page 11, lines 10-15);

- generating an interests profile that reflects said purchases made by the first user from the plurality of online merchants (see, e.g., page 4, line 26 to page 5, line 1; page 11, lines 10-15; and last six lines of the abstract); and
- transmitting the interests profile of the first user (102) to a web site system (108) of at least one online merchant (104) to allow the online merchant (104) to provide personalized web site content to the first user (102) (see, e.g., page 4, line 26 to page 5, line 1; page 11, lines 10-24; and Figure 3, element 312).

Claim 46 is directed to a method of enabling a user (102) to make a purchase from a merchant web site (106) with which the user has not set up an account. See generally page 25, line 8 to page 32, line 31. The method comprises:

- registering the user (102) with an information service (114), wherein registering the user (102) comprises obtaining a name of the user and payment information of the user (see Fig. 7A, and page 26, lines 11-22), and storing the name and payment information on an information service server (118), wherein the information service server (118) belongs to a domain other than a domain of the merchant web site (106) (see page 29, lines 13 to 21);
- storing a cookie on a computer (109) of the user (102), wherein the cookie corresponds to a domain of the information service server (118) (see, e.g., Fig. 11A, block 1108; Fig. 12, element 1208; and page 28, line 31 to page 29, line 21)
- providing, in a web page of the merchant web site (106) and in conjunction with a description of a purchasable item, a reference to a graphic (1010 in Fig. 10C) served by the information service server (118), such that when a browser running on the computer (109) of the user (102) retrieves the web page, the browser is caused to request the graphic (1010) from, and transmit the cookie to, the information service server (118) (see, e.g., Fig. 11A, blocks 1112-118 and page 29, line 22 to page 30, line 6); and
- at the information service server (118), in response to receiving the cookie and a request for the graphic from the computer (109) of the user (102), returning to the computer (109) of the user a single-action purchase graphic (1010 in Fig. 10C; and event 1218 in Fig. 12)

indicating that the item may be purchased with a single selection action, said single-action purchase graphic (1010 in Fig. 10C) being selectable by the user (102) to purchase the item. (see, e.g., page 30, line 7 to page 31, line 9; and Fig. 11B, blocks 1116 and 1118).

Claim 60 is directed to a method of personalizing a web page (Fig. 10C) of a web site (106). The method comprises:

- sending a cookie to a computer (110) of a user (102) for storage thereon, wherein the cookie corresponds to a domain of a server (118) that has access to at least a name of the user, said domain being different from a domain of the web site (106) so that the cookie is not transmitted to the web site (see, e.g., Fig. 11A, block 1108; Fig. 12, element 1208; and page 28, line 31 to page 29, line 21);
- providing, within coding of the web page (Fig. 10C), a reference to a graphic (1010 in Fig. 10C) served by the server (118), such that when a browser retrieves the web page, the browser is caused to request the graphic from the server (118) (see Fig. 11A, blocks 1112 and 1114, and page 29, lines 22-29); and
- when a browser running on the computer (110) of the user retrieves the web page from the web site (106) and sends a resulting request for the graphic to the server (118; request shown as 1214 in Fig. 12), responding to the request by at least: (a) using the cookie transmitted with the request to identify the name of the user, (b) incorporating the name of the user into an image, and (c) returning the image (1010 in Fig. 10C) to the user computer for display within the web page (see, e.g., page 30, lines 7-16; and Fig. 11B, blocks 1116 and 1118).

Independent Claim 67 is directed to a method of personalizing a web page (Fig. 10C) of a web site (106). The method comprises:

- sending a cookie to a computer (110) of a user (102) for storage thereon, wherein the cookie corresponds to a domain of a server (118) that has access to at least a name of the user, said domain being different from a domain of the web site (106) so that the cookie is not transmitted to the web site (106), and wherein the web page includes a reference to an

object served by the server, such that when a browser retrieves the web page, the browser is caused to request the object from the server (118) (see, e.g., Fig. 11A, block 1108-114; Fig. 12, elements 1208-1218; and page 28, line 31 to page 29, line 29); and

- when a browser running on the computer (110) of the user retrieves the web page from the web site (106) and sends a resulting request for the graphic to the server (118), responding to the request by at least: (a) using the cookie transmitted with the request to identify the name of the user, (b) incorporating the name of the user into an instance of the object, and (c) returning the instance of the object (1010 in Fig. 10C) to the user computer (110) for display within the web page (see page 30, lines 7-16; and Fig. 11B, blocks 1116 and 1118).

## **VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL**

The following rejections are to be reviewed on appeal:

1. The rejection of Claims 36-39, 41 and 42, for which no basis for rejection is set forth in the current Office Action.
2. The rejection of Claims 44, 45, and 66-69 under 35 U.S.C. § 103(a) as being unpatentable over Boesch et al. (U.S. Patent No. 6,092,053) in view of Foster (U.S. Patent No. 6,332,134) and further in view of Lineman (U.S. Patent No. 6,327,578);
3. The rejection of Claims 46-52 and 60-64 under 35 U.S.C. § 103(a) as being unpatentable over Katis (U.S. Patent No. 6,601,761);

Appellant will continue to treat Boesch et al., Foster, Lineman and Katis as prior art for purposes of this appeal, but reserves the right to disqualify one or more of these references as prior art in the future.

## **VII. ARGUMENT**

Each contested rejection is addressed separately below.

### **1. Rejection of Claims 36-39, 41 and 42**

The current Office Action does not set forth any basis for the rejection of Claims 36-39, 41 and 42. To the extent these claims may stand rejected, Applicant requests that the rejection be reversed.

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**2. Rejection of Claims 44, 45 and 66-69 over Boesch et al., Foster and Lineman**

Claims 44, 45 and 66-69, of which Claims 44 and 67 are independent, stand rejected on obviousness grounds over the combination of Boesch et al., Foster and Lineman. This basis for rejection was previously set forth in the immediately preceding Office Action (mailed on June 1, 2004) in connection with Claims 44 and 45, and has now been extended to Claims 66-69 via the current Office Action.

For the reasons set forth below, Applicant respectfully submits that the rejection of Claims 44, 45 and 66-69 is improper.

**Independent Claim 44**

The rejection of independent Claim 44 is improper because, among other reasons, Boesch et al., Foster and Lineman do not individually or collectively disclose or suggest the following limitations of the claim:

generating an interests profile that reflects said purchases made by the first user from the plurality of online merchants; and  
transmitting the interests profile of the first user to a web site system of at least one online merchant to allow the online merchant to provide personalized web site content to the first user.

In connection with these limitations, the Examiner appears to rely primarily on Boesch et al., which discloses a consumer information server (CIS) that disseminates payment information of consumers to online merchants. See current Office Action at paragraph 10, citing col. 2, line 21 to col. 4, line 54 of Boesch et al. Boesch et al. does not, however, disclose or suggest the generation of an interests profile that reflects a user's purchases made from a plurality of online merchants. The brief disclosure at col. 2, lines 49-52, that the CIS software may generate a profile "based on the preferences chosen by the consumer or created by the CIS software based on the consumer's behavior..." does not suggest this feature. In this regard, nothing in Boesch et al. suggests that the "preferences" and "behavior" mentioned in this brief disclosure encompass "purchases made from a plurality of online merchants."

Moreover, nothing in Boesch et al. suggests that the profile generated by the CIS software is ever transmitted "to a web site system of at least one online merchant to allow the online merchant to provide personalized web site content" to the user. Rather, the profile is apparently



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generated so that “[t]he CIS software can tailor its communication with the consumer’s computer ....” See Boesch et al. at col. 4, lines 47-50. Thus, to the extent Boesch et al. may contemplate using this profile to provide personalized content to the consumer, the personalized content would be provided to the consumer by the consumer information server (CIS) 140 only, and not by the web site system 122 of the online merchant. As a result, an online merchant in Boesch et al.’s system apparently would not be able to provide to a user personalized content that reflects purchases made by the user from other online merchants.

Because Boesch et al., Foster and Lineman do not individually or collectively teach the above-quoted limitations of Claim 44, the rejection of Claims 44 is improper.

Applicant also respectfully submits that the rejection of Claims 44 and 45 is improper because the Examiner has not identified a suggestion or motivation in the prior art to combine Boesch et al., Foster and Lineman. Although a reference need not expressly teach that the disclosure contained therein should be combined with another, the showing of combinability, in whatever form, must nevertheless be "clear and particular." In re Dembiczak, 175 F.3d 994, 999, 50 USPQ2d 1614, 1617 (Fed. Cir. 1999). Broad conclusory statements regarding the teaching of multiple references, standing alone, are not ‘evidence’ of motivation to combine. Id.

In connection with this issue, the Examiner merely states that it would have been obvious to combine the teachings of Boesch et al., Lineman and Foster “in order to obtain greater security with greater ease for the user in the processing of online transactions.” Current Office Action at ¶ 12. The Examiner does not, however, explain how she reaches this conclusion. In this regard, the Examiner does not identify any particular disclosure in Boesch et al., Lineman or Foster to support her assertion. Thus, the Examiner has not met her burden of identifying a suggestion or motivation to combine the three references at issue.

#### Dependent Claim 45

Claim 45 depends from Claim 44, and is therefore allowable over the asserted combination of Boesch et al., Foster and Lineman for the reasons set forth above for Claim 44. In addition, the rejection of Claim 45 is improper because Boesch et al., Foster and Lineman do not disclose or suggest the limitations added by Claim 45, namely “wherein the interests profile is transmitted to the web site system in response to use by the first user of the electronic wallet

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service to make a purchase from the web site system.” The current Office Action does not fully address these limitations.

#### Dependent Claim 66

Dependent Claim 66 depends from independent Claim 36. Because the current Office Action does not set forth any basis for rejecting Claim 36, the rejection of Claim 66 is improper. The rejection of Claim 66 is also improper because Boesch et al., Foster and Lineman do not individually or collectively disclose or suggest the limitations added by Claim 66, namely “wherein the log includes information about transfers of the customer information of the registered user to specific merchant web sites.” The current Office Action does not fully address these limitations.

#### Independent Claim 67

The rejection of independent Claim 67 is improper because, among other reasons, Boesch et al., Foster and Lineman do not individually or collectively disclose or suggest the following limitations, in the context of the other limitations of the claim:

when a browser running on the computer of the user retrieves the web page from the web site and sends a resulting request for the graphic to the server, responding to the request by at least: (a) using the cookie transmitted with the request to identify the name of the user, (b) incorporating the name of the user into an instance of the object, and (c) returning the instance of the object to the user computer for display within the web page.

The Examiner did not address these limitations in the current Office Action.

The rejection of Claim 67 is also improper because, as explained above in connection with independent Claim 44, the Examiner has not identified a motivation to combine the teachings of Boesch et al., Foster and Lineman.

#### Dependent Claim 68

Claim 68 depends from Claim 67, and is therefore allowable over the asserted combination of Boesch et al., Foster and Lineman for the reasons set forth above for Claim 67. In addition, the rejection of Claim 68 is improper because Boesch et al., Foster and Lineman do not disclose or suggest the limitations added by Claim 68, namely “wherein the instance of the object comprises a single-action purchase object that is adapted to be selected by the user to

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complete a purchase of an item represented within the web page.” The current Office Action does not fully address these limitations.

**Dependent Claim 69**

Claim 69 depends from Claim 67, and is therefore allowable over the asserted combination of Boesch et al., Foster and Lineman for the reasons set forth above for Claim 67. In addition, the rejection of Claim 69 is improper because Boesch et al., Foster and Lineman do not disclose or suggest the limitations added by Claim 69, namely “wherein the object is a graphic,” in the context of the other claim limitations. The current Office Action does not fully address these limitations.

**3. Rejection of Claims 46-52 and 60-64 over Katis**

Claims 46-52 and 60-64, of which Claims 46 and 64 are independent, stand rejected on obviousness grounds over Katis. This basis for rejection was also asserted in the immediately preceding Office Action mailed on June 1, 2004. For the reasons set forth below, Applicant respectfully submits that the rejection of Claims 46-52 and 60-64 is improper.

**Independent Claim 46**

With respect to Claim 46, Katis does not disclose or suggest the following steps in the context of the other claim limitations:

providing, in a web page of the merchant web site and in conjunction with a description of a purchasable item, a reference to a graphic served by the information service server, such that when a browser running on the computer of the user retrieves the web page, the browser is caused to request the graphic from, and transmit the cookie to, the information service server; and

at the information service server, in response to receiving the cookie and a request for the graphic from the computer of the user, returning to the computer of the user a single-action purchase graphic indicating that the item may be purchased with a single selection action, said single-action purchase graphic being selectable by the user to purchase the item.

The current Office Action does not fully address the foregoing limitations of Claim 46. Because these limitations are not disclosed or suggested by Katis, the rejection of Claim 46 is improper.

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Dependent Claim 47

Claim 47 depends from Claim 46, and is therefore allowable over Katis for the reasons set forth above for Claim 46. In addition, the rejection of Claim 47 is improper because Katis does not disclose or suggest the limitation added by Claim 47, namely "wherein the single-action purchase graphic includes a name of the user." The current Office Action does not address this limitation.

Dependent Claim 48

Claim 48 depends from Claim 46, and is therefore allowable over Katis for the reasons set forth above for Claim 46. In addition, the rejection of Claim 48 is improper because Katis does not disclose or suggest that "the single-action purchase graphic includes a field for the user to enter a password to be submitted to the information service server," as required by Claim 48. The current Office Action does not fully address these limitations.

Dependent Claim 49

Claim 49 depends from Claim 46, and is therefore allowable over Katis for the reasons set forth above for Claim 46. In addition, the rejection of Claim 49 is improper because Katis does not disclose or suggest that "the web page is encoded such that, when the user selects the single-action purchase graphic, a merchant identifier and an identifier of the item are transmitted from the computer of the user to the information service server." The Examiner did not fully address these limitations of Claim 49 in the current Office Action.

Dependent Claim 50

Claim 50 depends from Claim 46, and is therefore allowable over Katis for the reasons set forth above for Claim 46. In addition, the rejection of Claim 50 is improper because Katis does not disclose or suggest the limitations added by Claim 50, namely "at the information service server, responding to user selection of the single-action purchase graphic by transmitting at least the name and payment information of the user to a computer of the merchant web site." The current Office Action does not fully address these limitations.

Dependent Claim 51

Claim 51 depends from Claim 50, and is therefore allowable over Katis for the reasons set forth above for Claim 50. In addition, the rejection of Claim 51 is improper because Katis does not disclose or suggest the limitations added by Claim 51, namely "at the information

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service server, responding to user selection of the single-action purchase graphic by transmitting shipping information of the user to the computer of the merchant web site.” The current Office Action does not fully address these limitations.

**Dependent Claim 52**

Claim 52 depends from Claim 46, and is therefore allowable over Katis for the reasons set forth above for Claim 46. In addition, the rejection of Claim 52 is improper because Katis does not disclose or suggest “at the information service server, responding to user selection of the single-action purchase graphic by charging the user for the item,” as recited in Claim 52. The current Office Action does not fully address these limitations.

**Independent Claim 60**

With respect to Claim 60, Katis does not disclose or suggest the following in the context of the other limitations of the claim:

providing, within coding of the web page, a reference to a graphic served by the server, such that when a browser retrieves the web page, the browser is caused to request the graphic from the server; and

when a browser running on the computer of the user retrieves the web page from the web site and sends a resulting request for the graphic to the server, responding to the request by at least: (a) using the cookie transmitted with the request to identify the name of the user, (b) incorporating the name of the user into an image, and (c) returning the image to the user computer for display within the web page.

The current Office Action does not appear to address the foregoing limitations of Claim 60. Because these steps of the claimed method are not disclosed or suggested, the rejection of Claim 60 is improper.

**Dependent Claim 61**

Claim 61 depends from Claim 60, and is therefore allowable over Katis for the reasons set forth above for Claim 60. In addition, the rejection of Claim 61 is improper because Katis does not disclose or suggest the limitations added by Claim 61, namely “wherein the image is a single-action purchase graphic that is adapted to be selected by the user to complete a purchase of an item represented within the web page.” The current Office Action does not fully address these limitations.

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Dependent Claim 62

Claim 62 depends from Claim 60, and is therefore allowable over Katis for the reasons set forth above for Claim 60. In addition, the rejection of Claim 62 is improper because Katis does not disclose or suggest that "the image includes a field for the user to enter a password to be submitted to the information service server system," as recited in Claim 62. The current Office Action does not fully address these limitations.

Dependent Claim 63

Claim 63 depends from Claim 60, and is therefore allowable over Katis for the reasons set forth above for Claim 60. In addition, the rejection of Claim 63 is improper because Katis does not disclose or suggest the limitations added by Claim 63, namely "at the server, responding to user selection of the image by transmitting at least the name and payment information of the user to the web site." The current Office Action does not fully address these limitations.

Dependent Claim 64

Claim 64 depends from Claim 60, and is therefore allowable over Katis for the reasons set forth above for Claim 60. In addition, the rejection of Claim 64 is improper because Katis does not disclose or suggest the following limitations of Claim 64: "at the server, responding to user selection of the image by charging the user for an item represented within the web page." The current Office Action does not fully address these limitations.

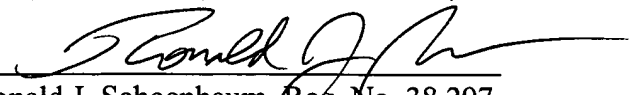
**VIII. CONCLUSION**

For the reasons set forth above, the rejections of Claims 36-39, 41, 42, 44-52, 60-64 and 66-69 are improper and should be reversed.

Respectfully submitted,

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Dated: 8-2-05

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CLAIMS APPENDIX

1-35. (canceled)

36. A system for providing a server-side wallet service, the system comprising:

a service web site that provides functionality for users to register with the wallet service and to provide customer information and authentication information for use of the wallet service, said customer information including payment information for making purchases from merchant web sites that support customer use of the wallet service; and

a server system that authenticates registered users of the wallet service and disseminates the customer information of the registered users to the merchant web sites in response to user requests, the server system thereby allowing registered users of the wallet service to make purchases from the merchant web sites using previously-specified customer information;

wherein the server system is responsive to a request to transfer the customer information of a registered user to a selected merchant web site by at least (1) using the authentication information of the registered user to authenticate the registered user, and (2) if the registered user is successfully authenticated, sending customer information of the registered user to the selected merchant web site to permit the merchant web site to transact a sale to the registered user, whereby the system enables the registered user to make a purchase from the selected merchant web site without having a preexisting account with the selected merchant web site;

and wherein the server system maintains a log of purchases made by the registered user from each of a plurality of merchant web sites, uses the log to generate an interests profile for the registered user, and disseminates the interests profile to the merchant web sites to allow the merchant web sites to provide personalized content to the registered user.

37. The system as in Claim 36, wherein the customer information of the registered user includes shipping information of the registered user.

38. The system as in Claim 36, wherein the server system supports an ability for registered users to make single-action purchases from merchant web sites.

39. The system as in Claim 36, wherein the server system provides the registered user online access to the log.

40. (canceled)

41. A method for facilitating online transactions between users and online merchants, the method comprising:

storing customer information for each of a plurality of registered users in a database, said customer information including payment information of registered users;

receiving a request that the customer information of a registered user be provided to a selected merchant web site system, said request generated in response to an action performed by the registered user while accessing the merchant web site system;

receiving authentication information submitted by the registered user;

verifying that the authentication information submitted by the registered user is valid; and

in response to determining that the authentication information submitted by the registered user is valid, transmitting customer information of the registered user to the selected merchant web site system to allow the registered user to make a purchase from the merchant web site system using previously specified information stored in the database;

whereby the registered user may make a purchase from the selected merchant web site system without having a preexisting account with the selected merchant web site system;

wherein the customer information of the registered user transmitted to the merchant web site system further includes an interests profile that reflects purchases made by the registered user from each of a plurality of online merchants, such that the merchant web site system may personalize web site content for the registered user.

42. The method of Claim 41, wherein the customer information of the registered user includes shipping information of the registered user.

43. (canceled).

44. A method of supporting transactions between users and online merchants, the method comprising:



providing an electronic wallet service that allows users to make purchases from online merchants using previously-specified payment information;

maintaining a purchase history for at least a first user of the wallet service, said purchase history representing purchases made by the first user from a plurality of online merchants;

generating an interests profile that reflects said purchases made by the first user from the plurality of online merchants; and

transmitting the interests profile of the first user to a web site system of at least one online merchant to allow the online merchant to provide personalized web site content to the first user.

45. The method of Claim 44, wherein the interests profile is transmitted to the web site system in response to use by the first user of the electronic wallet service to make a purchase from the web site system.

46. A method of enabling a user to make a purchase from a merchant web site with which the user has not set up an account, the method comprising:

registering the user with an information service, wherein registering the user comprises obtaining a name of the user and payment information of the user, and storing the name and payment information on an information service server, wherein the information service server belongs to a domain other than a domain of the merchant web site;

storing a cookie on a computer of the user, wherein the cookie corresponds to a domain of the information service server;

providing, in a web page of the merchant web site and in conjunction with a description of a purchasable item, a reference to a graphic served by the information service server, such that when a browser running on the computer of the user retrieves the web page, the browser is caused to request the graphic from, and transmit the cookie to, the information service server; and

at the information service server, in response to receiving the cookie and a request for the graphic from the computer of the user, returning to the computer of the user a single-action purchase graphic indicating that the item may be purchased with a single

selection action, said single-action purchase graphic being selectable by the user to purchase the item.

47. The method of Claim 46, wherein the single-action purchase graphic includes a name of the user.

48. The method of Claim 46, wherein the single-action purchase graphic includes a field for the user to enter a password to be submitted to the information service server.

49. The method of Claim 46, wherein the web page is encoded such that, when the user selects the single-action purchase graphic, a merchant identifier and an identifier of the item are transmitted from the computer of the user to the information service server.

50. The method of Claim 46, further comprising, at the information service server, responding to user selection of the single-action purchase graphic by transmitting at least the name and payment information of the user to a computer of the merchant web site.

51. The method of Claim 50, further comprising, at the information service server, responding to user selection of the single-action purchase graphic by transmitting shipping information of the user to the computer of the merchant web site.

52. The method of Claim 46, further comprising, at the information service server, responding to user selection of the single-action purchase graphic by charging the user for the item.

53-59. (canceled)

60. A method of personalizing a web page of a web site, the method comprising:

    sending a cookie to a computer of a user for storage thereon, wherein the cookie corresponds to a domain of a server that has access to at least a name of the user, said domain being different from a domain of the web site so that the cookie is not transmitted to the web site;

    providing, within coding of the web page, a reference to a graphic served by the server, such that when a browser retrieves the web page, the browser is caused to request the graphic from the server; and

    when a browser running on the computer of the user retrieves the web page from the web site and sends a resulting request for the graphic to the server, responding to the request by at least: (a) using the cookie transmitted with the request to identify the name

of the user, (b) incorporating the name of the user into an image, and (c) returning the image to the user computer for display within the web page.

61. The method of Claim 60, wherein the image is a single-action purchase graphic that is adapted to be selected by the user to complete a purchase of an item represented within the web page.

62. The method of Claim 60, wherein the image includes a field for the user to enter a password to be submitted to the information service server system.

63. The method of Claim 60, further comprising, at the server, responding to user selection of the image by transmitting at least the name and payment information of the user to the web site.

64. The method of Claim 60, further comprising, at the server, responding to user selection of the image by charging the user for an item represented within the web page.

65. (canceled)

66. The system of Claim 36, wherein the log includes information about transfers of the customer information of the registered user to specific merchant web sites.

67. A method of personalizing a web page of a web site, the method comprising:

sending a cookie to a computer of a user for storage thereon, wherein the cookie corresponds to a domain of a server that has access to at least a name of the user, said domain being different from a domain of the web site so that the cookie is not transmitted to the web site, and wherein the web page includes a reference to an object served by the server, such that when a browser retrieves the web page, the browser is caused to request the object from the server; and

when a browser running on the computer of the user retrieves the web page from the web site and sends a resulting request for the graphic to the server, responding to the request by at least: (a) using the cookie transmitted with the request to identify the name of the user, (b) incorporating the name of the user into an instance of the object, and (c) returning the instance of the object to the user computer for display within the web page.

68. The method of Claim 67, wherein the instance of the object comprises a single-action purchase object that is adapted to be selected by the user to complete a purchase of an item represented within the web page.

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69. The method of Claim 67, wherein the object is a graphic.

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**Filed** : **December 9, 1999**

**EVIDENCE APPENDIX**

None

**RELATED PROCEEDINGS APPENDIX**

None

Docket No.: *AMAZON.025A*

App. No.: 09/457,839

August 2, 2005

Page 1 of 2

Please Direct All Correspondence to Customer Number **20995**

In re application of : Hong Q. Bui  
Appl. No. : 09/457,839  
Filed : December 9, 1999  
For : SYSTEM AND  
METHODS FOR  
FACILITATING  
TRANSACTIONS ON,  
AND PERSONALIZING  
WEB PAGES OF, THIRD  
PARTY WEB SITES

Examiner : Cristina Sherr

Art Unit : 3621

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Mail Stop Appeal Brief - Patents, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

August 2, 2005

(Date)

Ronald J. Schoenbaum, Reg. No. 38,297

**Mail Stop Appeal Brief - Patents**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an Appeal Brief to the Board of Patent Appeals:

FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
Appeal Brief	41.20(b)(2)	1402 (\$500)		\$500.00
			<b>TOTAL FEE DUE</b>	<b>\$500.00</b>

Enclosed with the Appeal Brief are the following:

- (X) A check in the amount of \$500.00 to cover the foregoing fees; and
- (X) A return prepaid postcard.

Docket No.: AM A20 N.025 A

App. No.: 09/457,839

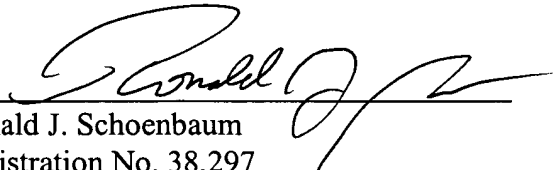
August 2, 2005

Page 2 of 2

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If applicant has not requested a sufficient extension of time and/or has not paid any other fee in a sufficient amount to prevent the abandonment of this application, please consider this as a Request for an Extension for the required time period and/or authorization to charge our Deposit Account No. 11-1410 for any fee which may be due. Please credit any overpayment to Deposit Account No. 11-1410.



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